

DCBA Board of Directors

Date: Tuesday, Jun 4, 2024

Time: 8:00am – 9:30 am

Place: Hotel Diamond, Downstairs Conference Room



DCBA Board of Directors

Greg Scott, President

Chris Daniels, 1st VP

Shari Anderson, 2nd VP

Liza Tedesco, Secretary

Nicole Johnston, Treasurer

Nicole Hill, Marketing Chair

Pat Macias, Arts

Nick Andrew

Mary Hartley

Thomas Hightower

Michael lee

Julie Lengerich

Emma Martin

Ilan Macmillan

Steve Stull

ADVISORS

Mike Egbert, Chamber

Nichole Farley, EBC

Megan Kurtiz, Chico State

Brenda Narayan, PG&E

City of Chico

Dale Bennett, Chico City Council

Jennifer Macarthy, Chico Deputy
City Manager

DCBA Mission

Improve, promote, and enhance the experience, image, arts, culture, place while preserving the historic value of Chico's Downtown District.

Downtown Welcome Center

338 Broadway
Chico, CA 95927
530.345.6500

AGENDA

Call to Order & Welcome, President Greg Scott (5 Mins)

- Roundtable Introduction

1.0 Guest & Collaborator Reports (10 Mins)

At this time, we would like to hear from guests who are attending to present or share information with the DCBA. Also, we would like to hear updates from our partners and collaborators with a Q/A from the Board. Everyone is welcome to stay for the meeting, we know your time is valuable and we understand if you need to leave.

- City of Chico – Councilmember Dale Bennett
- Lt. Ben Love, Chico PBID – Downtown, Target Team
- City of Chico – Jennifer Macarthy
- Chico State – Megan Kurtz, Shari Anderson
- Chamber of Commerce – Mike Egbert
- Explore Butte County – Nichole Farley
- MONCA - Pat Macias

2.0 Consent Agenda (10 mins)

- 2.1 Board Minutes, April 2, 2024, reviewed by Executive Board and moved to Board
- 2.2 Executive Committee Report, April 18, 2024 & May 20, 2024
- 2.3 April May 2024 Financial Reports
- 2.4 Staff reports on business plan Focus Areas: Organizational Structure, Marketing & Communication, Events & Promotions.

ACTION: Pull any items for further discussion, if no questions call for motion/second and vote to accept reports.

3.0 Items for Further Discussion & Vote (if needed) (5 mins)

- 3.1 Day and Time of monthly DCBA Board Meeting. Two board members inquired about change time and date of Board meeting. A Doodle Poll was distributed and the two top selections were:

- 1) First Tuesday of Month, 8:00-9:30 am
- 2) First Thursday of Month, 9-10:30 am

However, only nine board members responded. To ensure our day and time work for a majority of the Board – would like to confirm the First Tuesday at 8:00 am or select another day or time.

ACTION: President entertains motion/second to ratify budget and procedures.

4.0 President Report & Open Discussions on Stewarding Downtown (30-40 minutes)

The purpose of this agenda item is to open to the Board discussions and brainstorming on items we as a board need to initiate or take action on to create a welcoming and vibrant downtown. In our business plan we proposed the first year to get operational – with everyone's help we are almost there, we have downtown office, welcome center and events are being well managed. Marketing has launched and continues to gain followers. Staff are submitting monthly reports (attached) and are creating a team with good management.

Year 2 we said we would start implementing Placemaking. Would like to move our discussion to the more long term success and sustainability of downtown rebuild our image and vibrancy. Some things I would like to share as well as ideas for our discussion and strategizing action vs. reporting out. These are things we need to work together on to move the needle and make change, as Board we need to be a Team. Want to hear from the board:

Items for possible discussion:

- 1) Year End Sales Tax Report
- 2) Downtown
 - a. Trash Receptacles
 - b. Kiosks
- 3) Supporting Chico State – parent impressions, increasing student enrollment
- 4) Operations (see staff reports)

- a. Administration
 - b. Events
 - c. Marketing
 - d. Placemaking
- 5) Long term Sustainability
 - a. Downtown Business & Parking District Fees
 - b. Other Funding

5.0 New Business – Any new business from the floor?

6.0 Next Board Meeting

- **July 2, 2024, In person Meeting**

Please send agenda items to Greg Scott/Audrey Taylor

Meeting Adjournment - Entertain motion to adjourn